

SPECIAL ECONOMIC DEVELOPMENT COMMITTEE MEETING SEPTEMBER 29, 2022

CONCLUSION/ACTION SUMMARY

1) CALL TO ORDER AND ROLL CALL

In attendance: Committee Chair Zuniga (via Zoom), Committee Member Maust, Advisory Members Hanneman and Stark, Development Services Director Dalquest, Economic Development Coordinator Picazo, and Contract Rehabilitation Programs Administrator Arellano.

2) ORAL COMMUNICATIONS None.

3) PRESENTATION ON ECONOMIC DEVELOPMENT EFFORTS BY TIERRA WEST ADVISORS, Jason Chiang, John Yonai, and Rose Yonai of Tierra West Advisors presented information on the draft Digital Marketing Strategy and answered questions from the Committee.

4) DISCUSSION ON DEVELOPMENT AND DOWNTOWN ACTIVITY, Development Services Director Dalquest provided an overview of the report on the development highlights in Upland, Contract Rehabilitation Programs Administrator Arellano provided an update on the façade improvement program in the downtown, and Economic Development Coordinator Picazo provided a brief update on downtown activities. Staff then answered questions from the Committee.